

TOBACCO 101 CARDS

BIG TOBACCO

This name refers to large companies in the tobacco industry, including Altria (formerly known as Philip Morris), RJ Reynolds, Brown & Williamson, and Lorillard. These companies manufacture the most popular brands of cigarettes, such as Marlboro, Virginia Slims, Winston, Camel, and Kool, among others.

REBEL

A New Jersey-based grassroots organization for teens, REBEL (Reaching Everyone By Exposing Lies) aims to reduce and prevent the use of tobacco among New Jersey youth. High school students take active roles in encouraging teens to resist peer pressure, and participate in fun, lively, and empowering non-smoking activities. REBEL effectively advocates that New Jersey's youth are "not for sale" to Big Tobacco Companies.

NOT FOR SALE

This New Jersey slogan is used by REBEL members as a rallying cry, representing the idea that the tobacco industry cannot persuade youth to smoke, no matter how much money they spend on advertising. NOT FOR SALE represents youth taking a stand and refusing to be manipulated by Big Tobacco.

YOUTH ADVOCATE

An advocate is a person who defends a cause, such as tobacco prevention.

A youth advocate is an empowered young person who knows that he or she *can* make a difference. REBEL 2 and REBEL are made up of youth advocates from all over New Jersey!

REBEL'S DECLARATION OF INDEPENDENCE

REBEL members all sign a REBEL Declaration of Independence to say, *"We will not allow Big Tobacco to affect our choices. We declare to Big Tobacco and to the world: we are NOT FOR SALE."*

NJREBEL.COM

This REBEL website keeps teens all across New Jersey in touch with one another and up to date on all of REBEL's anti-tobacco activities. When you're ready to join the REBEL movement, njrebel.com is one place you can start!

ADDICTION

When someone develops an uncontrollable need for a habit-forming substance (such as nicotine, alcohol, or heroin), even though he or she knows the substance is harmful, then that person has formed an *addiction*. Addictions are not just emotional – the user's body gets hooked, too, so that the user physically craves the addictive substance.

SECONDHAND SMOKE

Secondhand smoke, or the smoke that non-smokers inhale from smokers' cigarettes and cigars, includes toxic and carcinogenic particles. In fact, secondhand smoke is the third leading cause of preventable death in this country, killing 53,000 nonsmokers in the U.S. each year.

NICOTINE

Nicotine is a poisonous substance that is the active ingredient of tobacco. It is also used as an insecticide.

CARCINOGEN

A carcinogen is a substance that produces or causes cancer.

MASTER SETTLEMENT AGREEMENT (MSA)

In 1998, 46 states settled a historical lawsuit against 4 of the major tobacco companies: Philip Morris, RJ Reynolds, Brown & Williamson, and Lorillard. The states sued the tobacco companies for deceitful advertising and illegal marketing of tobacco products aimed at children. This lawsuit ordered Big Tobacco to give the 46 states \$206 billion over 25 years.

MASTER SETTLEMENT AGREEMENT (MSA) RESTRICTIONS ON ADVERTISING

The MSA makes tobacco billboards illegal, as well as advertisements in buses, trains, etc. It prohibits tobacco companies from using cartoon characters to promote tobacco products. In addition, companies are not allowed to sponsor events in which contestants are under 18, including concerts and football, baseball, soccer, or hockey games (with some exceptions).